This advertisement is intended to attract the attention of every intelligent

Clothing Merchant

in the United States and is appearing today in the 45 principal cities from Maine to California. Its direct purpose is to announce the opening of the

FALL LINE SOCIETY BRAND CLOTHES

Ready-made clothes for young men and men who stay young. May be seen either at the main salesrooms in Chicago, 317 Franklin Street, or through our traveling men in their respective territories.

Society Brand Clothes rank today as the best known, the best tailored and the most fashionable line of young men's clothes. Our immense advertising campaign planned for this coming fall will bring forth thousands of additional calls from the public, and every up-to-date merchant should be prepared to meet the demand.

WRITE OR WIRE FOR APPOINTMENTS

ALFRED DECKER & COHN

317 Franklin St., Chicago

Chicago, April 17, 1909

the raising of hundreds of bushels of wheat. Several years ago Sir William Crookes delivered a public address which prophesied dire calamities when the world's supply of nitrogen should be exhausted. He showed by apparently reliable data that the question of life on the earth was, in reality, a question of the smount of combined nitrogen, and that, when this supply was exhausted, life would be impossible. Those who read and were agitated by such dire prophecies overlooked the fact that plant and animal life had existed on the earth listore any of the natural deposits of nitrates had been formed, and that most of the organized life had existed at remote distances from such supplies; consequently, if the earth's nitrogen were a constantly decreasing quantity, life should have been extinct centuries ago. The majority of scientists, instead of being pessimistic, have turned themselves to the more commendable occupation of attempting to learn how nitrates are formed in nature, and whether we can artificially increase their formation in cultivated soils. The former lides that plants could absorb their nitrogen directly from the atmospheric ocean was soon given up, and it was shown that nitrogen must be combined with other elements to form either ammonia or nitrates before it is available to plants for food. Different chemists have tried to answer the question by pointing out that small amounts of combined nitrogen, that is, nitrogen compounds, exist in the air in the form of ammonia arises from decaying organic matter, and the nitric acid is formed by electric dischanges; mainly in the course of thunder storms. These theories the raising of hundreds of bushels of wheat. Several years ago Sir Wil-

exist in the air in the form of ammonia arises from decaying organic matter, and the nitric acid. The ammonia arises from decaying organic matter, and the nitric acid is formed by electric discharges; mainly in the course of thunder storms. These theories were, however, discarded when it was shown that the utmost work which could be accomplished by rain and snow in bringing these nitrogen compounds into the soil could not add more than three or four pounds of nitrogen to an acre in the course of a year. Since many times this amount of nitrogen is lost through the processes already mentioned, these theories wore obviously inadequate. Not until the rise or modern bacteriology was anything like a promise of solving the question to he perceived. In 1877 proof was afforded that nitrification is a bacterial process and does not take place in soils which are exempt from bacteria.

The Agency of Bacteria.

In the years that have intervened since the first conclusive experiments upon tills subject the scientists have given up many new facts and valuable ideas concerning this increase in soil nitrogen through the agency of bacteria. It is true that much yet remains to be learned, but we are now certain that we are on the proper course, and industry and work will bring to light the truth in due course of time. To many cars this alleged discovery was fully as prepositorous as the old idea of spinning straw into gold, but modern work has brought about the realization of a process which is more valuable to mankind than the work of old Rumpelstilzchen in the fairy tale. The bacteria which are responsible for this process take the atmospheric nitrogen and combine it with oxygen through various stages until it comes into a condition where it can be utilized by growing crons.

Nitrogen-Gathering Bacteria:
Their Share in Farm Fertility

Property of civilities are interested and the second of the second o

Nervous and Generally Run Down



Mr. A. A. Graham, of 181 N. Elizabeth Street, Chicago, Ill. is so pleased with the results derived from taking Duffy's Pure Malt Whiskey, when nervous and run down, he wishes to tell the public, so that men and women who need a good tonic stimulant may know what the world's best tonic and nerve builder has done for him.

Mr. Graham writes: "I have just finished using four bottles of Duffy's Pure Malt Whiskey for a generally run down and nervous condition, and I am so gratified at the results that I feel in duty bound to send you a few words of praise of it. I can truthfully, say that it worked wonders with me, and I will cheerfully recommend it to any one, young or old, who is suffering as I had suffered before using your tonic stimulant. Hope this statement will be the means of helping some unfortunate sufferer."

Leading doctors agree that Duffy's Pure Malt Whiskey has no equal as a destroyer of poisonous germs in the body. It is indorsed by clergymen of every faith, nurses and doctors of all schools, as a positive cure for dys-

pepsia, indigestion, nervous prostration, all diseases of the throat and lungs, every form of stomach trouble, malaria, chills, fever and all run down, weakened, diseased conditions of the body, brain and muscle. It is a heart tonic, blood purifier and promoter of health and long life. Every testimonial is guaranteed genuine and is published in good faith and with full consent.

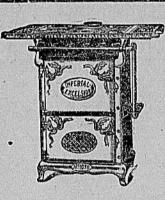
Duffy's Pure Malt Whiskey

If you wish to keep young, strong and vigorous and have on your cheeks the glow of perfect health, take Duffy's Pure Malt Whiskey regularly, according to directions. It tones and strengthens

the heart action and purifies the entire system. It is recognized as a family medicine everywhere. CAUTION.—When you ask your drugglat, grover or dealer for Duffy's Pure Mait Whiskey, he sure you get the genuine. It's the only absolutely pure medicinal mair whiskey, and is sold in scaled bottles only acree in bulk. Price \$1.00. Look for the traile-mark, the "Old Chemist," on the label, and make sure the seal over the cork is unbroken. Write Consulting Physician, Duffy Mait Whiskey Co., Rochester, N. Y., for free illustrated medical booklet and free advice.

crop. The best method of inoculation is yet to be discovered, for there are objections to all the methods now in use. A third conclusion which may be drawn from the multitude of experiments is that most of the cuitivated soils of the Eastern United States are quite well supplied with all the bacteria necessary for the leguminous crops, with the possible exception of alfalfa and soy beans. The concern of the farmer, therefore, is more in the line of previding suitable conditions for the development and work of these bacteria than in introducing them into his soil. These bacteria will not work in heavy, undicated soils nor in soils altogether lacking in humus, although a small amount seems to suffice for a beginning.

Therefore the most profibable pro-



This Style, \$18.00.

The Servant Girl Question

The Excelsior Gas Range has done much to solve the servant girl question.

It is pronounced by users as the best and most economical, it requires no attention, it is always ready.

Excelsior Gas Ranges cannot explode, because you must open up the oven door to light them: If there was any other gas range just as good as the Excelsior, we could not sell as many as we do.

Excelsior Gas Ranges are not an experiment, ask any of your neighbors about them, you'll hear them praised. Over 500 in active service to-day, and all of them giving satis-Others at \$10.00 to \$35.00, faction.

SPECIAL Monday, April 19th, an 18x40 French Plate Beveled Mirror, with heavy 7-in. gilt frame, polished, special, \$9.98. Sells everywhere at \$12.50. None sold at this price after Monday.

Climax Refrigerators

Are well and favorably known. The newest styles are made with round corners; the interior is as smooth as glass; your dishes set flat; the sanitary arrangements are perfect. We have them with large porcelain ice and water coolers.

Ice Chests, Nursery Refrigerators

Climax Refrigerators are well made, they are strictly upto-date in every way.

When you buy a Climax, you get the full value in your Refrigerator.

Climax Refrigerators sell at \$7.50 up to \$27.50, every one fully warranted.



Sturgis Go-Carts

Are still in the lead. It's the most compact, easy to open and close, never out of order and costs less than most bulky, cumbersome carts, that are always out of order.

STURGIS Carts Are Always Right

Perfection Oil Cook Stoves Two and three-burner, with single or double ovens.

China Mattings

Heavy, durable goods, a large line of new patterns and color-ings. Striking effects in Japan Mattings, floral and carpet ef-

Matting Rugs, 3 feet by 6 feet, only 59 cents each. We lay all mattings free.

Rothert & Co., Fourth & Broad